

"Harlow Furnishes Real Entertainment in 'The Girl From Missouri', Loew's, Toronto"—Ray Lewis

CANADIAN MOVING PICTURE DIGEST

Vol. 26, No. 20

TORONTO 2, CANADA

September 8th, 1934

3 PREVIEWS

California is still buzzing with excitement! In rapid succession 3 preview showings of new-season pictures that have electrified Studioland:

"BARRETTS OF WIMPOLE STREET"

(Norma Shearer, Fredric March, Charles Laughton)

"CHAINED"

(Joan Crawford, Clark Gable)

"THE MERRY WIDOW"

(Maurice Chevalier, Jeanette MacDonald in Ernst Lubitsch's production)

OF COURSE THEY'RE ALL M-G-M!

(over)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

HOW THEY BROKE RECORDS IN BALTIMORE AND BOSTON WITH M-G-M's "TREASURE ISLAND"

BALTIMORE

STREET FLOAT

Replica pirate ship on float in advance and during run. Pirate giveaway pamphlet "Jackie Cooper's Adventures on Treasure Island."

TREASURE HUNT

Baltimore News Post and City Officials co-operated. Stories and pictures daily. 200 treasures buried in Druid Hill Park night before hunt. 10,000 men, women and children took part. Police unable to cope with crowd. Long John Silver and Century Theatre Band started ceremonies. News Post photographer covered the event. 5000 pirate hats, 1000 Gold candy coins distributed.

SPECIAL SCREENING

Maryland Tercentary Celebration permitted special screening for critics, celebrities, officials aboard yacht.

PIRATE SHIP

Converted old two masted schooner, with banner advertising picture. Took part in Maryland Regatta attended by 100,000 persons. Only commercial ship in pageant procession.

ARROWS

500 special arrows sniped on poles around town.

DRUG STORES

Reade Drug Store Chain used chests with coins, stills, relics, etc., for window displays. Contest to guess number of coins. Herald distributed by stores.

RADIO

"Treasure Island" record broadcast, also radio dramatization.

POSTERS

75 24-sheets; 100 6-sheets; 200 3-sheets; 200 window cards sniped everywhere. City literally plastered!

ORPHANS' PARTY

Tie-up with theatre and orphanage.

CATHOLIC REVIEW

Leading Catholic paper gave picture splendid send-off.

HAYS' OFFICE

Sent out letters to leading educators, clergymen, etc.

JUNIOR BIRDMEN

Tie-up with Junior Birdmen column. Photos of Jackie, who is a member, with miniature planes, etc.

BALLOON BALLYHOO

Huge captive balloon over theatre, with a streamer banner.

STREET BANNER

Big flash strung from theatre across street.

MAY COMPANY BOOK TIE-UP

Department store display, stills, photoplay edition, etc.

CLASSIFIED ADS

Under title AD-VENTURE contestants sent in their experiences as want-ad users. Got 1080 lines and cost a few passes.

BABY RUTH CANDY

Curtis Candy Co. of Chicago furnished window cards with Jackie Cooper tie-up. Got prominent store windows.

MAGAZINE TIE-UPS

"Screen Romances" carried story of picture. Placed cards on news-stands, "Read the story, see the picture."

PRATT LIBRARY

First time ever permitted a tie-up. Placed large oil painting in window with copy.

COUNTRY PAPERS

Planted stories, art, etc., in 16 country papers.

FUR FASHION SHOW

To attract women, tie-up with Furriers' Association of Baltimore. \$500,000 Fur Fashion Show on stage, modeled by society debs. Promotional ads placed by furriers.

COOPERATIVE ADS

Direct store tie-ups in ads. Also in Station WFBR display ad announcing broadcasting of "Treasure Island."

LOBBY DISPLAY

Special inner lobby display 1 week in advance.

BOSTON

EDITORIALS

Four leading newspapers ran editorials favorable to picture. First time in Boston history. Backed by united support of Boy Scouts, National Council of Teachers, etc.

CRIPPLED CHILDREN

2000 crippled children at special performance. Pirate hats distributed.

WHITTLING CONTEST

Boston Traveler sponsored a Whittling Contest. Special 2-Column photo of Jackie Cooper with Remington Arms Scout Knife, appeared daily. 10,000 booklets "How to Whittle" given away. Special prizes for best boats carved. Thousands of entries.

RACE-TRACK

Special "Treasure Island" Handicap run at Narragansett Park. Cup presented. Excellent publicity.

TREASURE HUNT

Boston American and Advertiser sponsored tremendous treasure hunt at Paragon Park.

ORPHANS' PERFORMANCE

12,000 orphans, guests of I. J. Fox, at special performance. Candy and pirate hats distributed.

WINDOW DISPLAYS

Coca-Cola has special cut-outs of Beery and Cooper. Grossett & Dunlap photoplay editions. Baby Ruth Candy. Planters' Peanuts. Old Gold Cigarettes. Butler Bros. Jackie Cooper sweat shirt. Beech-Nut chewing gum. Rockwood Candy. Whitman Candy.

RADIO STUNTS

Thousands of boys enrolled in Radio Pirate Club. Contest for best name for parrot in picture. Also tie-up with Skipper Jim hour representing 160 First National stores.

OTHER STUNTS

Jackie Cooper doubles contest. Birthday Club cards. Proctor & Gamble, White House tie-up on Jackie Cooper Treasure Island Gold and Silver Cake. Classified ad questionnaire.

SERIAL STORY

Ran daily in Boston Globe.

TABLOID STUNT

Daily Record published special front page layout for "Treasure Island."

LIBRARIES

15,000 book-marks distributed. Special displays, stills, etc.

STREET FLOAT

Cut-out figures of group of principal players, life-size on island with palms and treasure chest. A marvelous crowd-stopper.

HE GOT THE TREASURE!

So can you!

(It's all in the Big Campaign Book. Get a copy today and plan your GOLDEN ENGAGEMENT!)



Extra! "Treasure Island" is a smash success from Coast to Coast! Congratulations to the showmen who are making exploitation history!

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RAY LEWIS
Editor and Managing Director

Vol. 26, No. 20

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LEAGUE FOR DEFENCE



WE dislike "harp-
ing", or "nag-
ging" about an
idea, or a previous editorial,
but feel that Motion Pic-
tures should take the same
attitude as sane na-
tions in respect to

armament. A nation's defence should be adequate, should be sufficient for defensive requirements; and this strength of a nation should be no indication that a nation is prepared for War, nor that she is belligerent.

We have observed that the nations which spread the most propaganda for peace, by word of mouth, they quietly and secretly prepare themselves for War. Perhaps we are misjudging such nations. The fault is, however, not ours, but theirs, since in advocating the principle of turning swords into ploughshares, we observe that these nations turn ploughshares into swords.

You may wonder what has War to do with Motion Pictures and Leagues of Decency, Leagues for Defence of Motion Picture Rights. The relationship lies in PREPAREDNESS. The Leagues of Decency have not stopped their attacks. Get a copy of the "Real America", September issue. The front page presents a portrait in colour of His Eminence, George Cardinal Mundelein, with a caption in italics underneath, which reads, "Our purpose is not to destroy the moving picture, but to reform it".

Across the bottom of the front page are these captions in good-size blackface type, "The Church versus Hollywood" and "Catholics and Protestants Crusade Against Obscene Movies".

It sounds like a trial with The Public as Judge of "The Church versus Hollywood". It is unpleasant litigation for The Church and Hollywood.

The editorial comment, which precedes the case of The Church, stresses the following, "Nobody denies, of course, that Hollywood has produced some pretty raw numbers, with an undue emphasis on sex, but it seems to me, after viewing a fair cross-section of the output, that there has been less salaciousness than stupidity".

If you turn the pages to the presentation of the case of "The Church versus Hollywood", you find this heading, "The Church Opens War On Hollywood". Nothing peaceful about this declaration. Then there is a heading, "His Holiness, Pope Pius XI", with a photograph of His Holiness. There is the following sub-heading, "Catholics and Protestants, Women's Clubs and Civic Organizations, Parent - Teachers Associations and their Allies, Unite in a Mighty Crusade Against Objectionable Motion Pictures".

There is a reproduction of a Cathedral, crowded with a listening Public, members of the League of Decency, and opposite His Holiness, Pope Pius XI, and The Church is a photograph of three women, wearing the proverbial string of beads, in an attitude of the Adoration of the Body, while underneath is a photo of Motion Pictures in the making.

The story covers eight full pages with illustrations, and is written by Frederic Babcock, who is reported as having worked for two major producing companies of Hollywood, and who was formerly editor of the Denver Post, and now a member of the editorial staff of the Chicago Tribune.



RAY



RAY LEWIS

PRESENTS

THERE has been so much talk about Sex in Motion Pictures that any comment by "those who should know" is worthy of consideration. Incidentally who knows Sex and its mysterious actions and reactions? Those who have reacted to the emotional or physical impulses of Sex, and those whose analysis of Sex is based on a knowledge of anatomy, of medicine, or psychology, etc., etc.

Research work has frequently revealed that those who desire to know a sensation, its effect, its reactions, have utilized themselves as subjects, or objects of experiment, taking a drug, or being injected with a serum to prove or disprove a theory, or belief.

Someone started this Sex stuff without the aid of experiments, so far back that it antedates the creation of Eve, woman. For is it not written that in the Garden of Eden, Adam talked to the animals, the birds, the flowers, etc., and the inference is that these were male and female, that is why Adam sensed the sensation of loneliness.

It is generally held that the Tree of the Knowledge of Good and Evil had some relationship to Sex and that the serpent who tempted Eve, was Sexy also. There must be some quality about Sex which is greater than any other force in life since it has the power to create a human being, which no other force in the world appears to be able to create.

THERE must be some quality about Sex which is Divine, since through an expression of Sex, the force which creates is capable of making a prophet, as well as a sinner. All the prophets, saints, church dignitaries, philosophers, divine men and women, who have worked miracles and deeds of sublime service in the world, have been born through an expression of Sex. Therefore, Sex in itself must be a power for good. Sex in itself cannot be denied nor abhorred. To have Sex is to possess a creative power, and the use thereof is the only question with which anyone should be concerned.

The trouble as I observe it is that Sex has been associated with Sin; and this interpretation of Sex has been born from The Church, the followers of which have, down the ages, zealously advocated a denial of the flesh.

IF we could get inside the head of most human beings who are normal and catch them as it were, unaware, we would be likely to discover that Sex is a most important factor to all of them; and that no normal human being would suffer himself or herself to be castrated, nor would they vote for a castrated world. I am dealing with Sex on the physical plane, because this rung of the ladder is as important as any of the other

rungs, and that regardless of what use you make of your sex powers, you are still using the physical elements, or properties of your Sex organisms to create a Suspension Bridge, the C.P.R. Railroad, The Vatican, a Rubens, or Rembrandt, a Venus de Milo, Paradise Lost, a theory of Relativity, or plain "Hotcha", and "Come up and see me sometime".

In the August issue of "Esquire", there is a page by George Jean Nathan, whose name stands for "Somebody" in American Letters and The Theatre. The page and plus, is called "The Sex Appeal Myth", which leads us to infer that he relates the "Sex appeal" idea to the other mythological ideas which we have, and as found in the stories of gods and goddesses, etc., etc.

THE written oration starts off with "Nothing impresses me as being quite so idiotic as the popularly held theory that this or that particular young woman's success on the stage or motion picture screen is due to her sex appeal".

Nathan presents Katharine Cornell, Eva Le Gallienne, Ina Claire, Helen Hayes and Lynn Fontanne as actresses who do not depend upon sex appeal to draw patronage to the theatre where they perform. He states, "Not even the greatest admirer of them or of their talents would argue that any of them is especially gifted with Sex appeal".

The presentation follows with the introduction of Miriam Hopkins, Dorothy Hall, Judith Anderson, Katharine Hepburn, Jean Arthur, Mady Christians, Erin O'Brien-Moore, Baclanova; and argues Nathan, "allowing for the widest Catholicity of taste and opinion, not even the least admirer, or greatest skeptic as to the talents of such other relatively young actresses (those named) would argue, in turn, that they haven't considerably more of Sex appeal than the ladies in the first group".

Nathan reaches a point of conclusion which emphasizes that the lack of Sex appeal of his first group and the evidence of Sex appeal in his second group has had nothing to do with their success, neither added to it nor detracted from it. Whether on stage or screen, argues Nathan, the stressing of Sex appeal means nothing in the life of an actress, in fact, it interferes rather, for "A Marie Dressler will outlast any half dozen Jean Harlows".

IT sounds solid enough, this idea, but one might argue; and logically, that an oak will outlast a million million roses, but what is lovelier than a rose if it only lasts for a day?

I could go on and tell you what Nathan has to say about Mary Pickford's great popularity and her lack of

(Continued on page 6)

Maurice Kann of Motion Picture Daily Injured—Wife Killed in Auto Crash



Show Business



"Vienna Woods" New Color Release by M-G-M

Johann Strauss' celebrated "Tale of the Vienna Woods", is given a new medium of expression in a forthcoming Metro-Goldwyn-Mayer cartoon musical of the same title.

"Tale of the Vienna Woods" is the second of a series of thirteen color cartoons which Harmon-Ising Studios is to produce for Metro-Goldwyn-Mayer during the current theatrical year. Scott Bradley, noted composer, prepared the score and orchestration for the film novelty.

"Babbitt" Enters Production

Sinclair Lewis' famous novel, "Babbitt", went before the cameras in its screen adaptation co-starring Aline MacMahon and Guy Kibbee last Wednesday, according to a wire from the First National studios. "Babbitt" was scenarized by Tom Reed and will be directed by William Keighley. Miss MacMahon and Kibbee completed their latest picture together, "Big Hearted Herbert", under Keighley's direction a few days ago. The cast of "Babbitt" included Glen Boles, Maxine Doyle, Mary Treen, Nan Gray, Russell Hicks, Arthur Aylesworth, Johnny Arthur and Alan Hale.

"The Night is Young" has been selected as final title for the Ramon Novarro-Evelyn Laye musical romance, soon to go into production at the Metro-Goldwyn-Mayer studios.

M-G-M Acquire Production of "The Wandering Jew"

Metro-Goldwyn-Mayer has acquired for immediate release, Julius Hagen's screen production from the late E. Temple Thurston's world famous dramatic masterpiece, "The Wandering Jew", which has been breaking all box office records in England and has already grossed the equivalent of over \$450,000 in American money. Conrad Veidt stars in the name role, the part Matheson Lang, created and starred in for over a year on the London stage and in the silent film.

Maurice Elvey directed and the picture was produced at the Twickenham Studios in England. The special musical score is by Hugo Riesenfeld. "The Wandering Jew", the successor to "Ben Hur", opened at the Capitol Theatre, Friday, September 7th.

Gaumont Producing "The Iron Duke"

George Arliss and Victor Saville have been hard at work at the Gaumont-British Studios on final preparations for "The Iron Duke", the first of Mr. Arliss' three films for Gaumont-British. Mr. Michael Balcon, Director of Productions, announces that casting is now practically complete.

Richard Dix Re-signs with RKO Radio

Richard Dix returns to the RKO Radio lot to star in the Zane Grey story, "West of Pecos", purchased last week and announced for early production under the supervision of Cliff Reid, who made "The Lost Patrol".

"Little Women" in 18th Week, Paris, France

RKO Radio Pictures' production of the classic Louisa M. Alcott story, "Little Women", starring Katharine Hepburn is breaking all records at the Edouard VII Theatre, Paris, France. The film is in its eighteenth consecutive capacity week.

According to comments expressed by Parisian newspaper and magazine editorials and those prominent in the film industry here, "Little Women" has been acclaimed the finest example of American cinema art.

Chester Morris Gets Leading Role in New U Film

Chester Morris is to be starred in "I've Been Around", a story by Gerald Beaumont, which will be directed by Kurt Neumann. It will go into work as a B. F. Zeidman production at Universal City about Sept. 15th. Chester Morris is also almost certain to be co-starred with Karloff and Lugosi in "The Raven" by Edgar Allan Poe. Mr. Zeidman will also make this production. In it will be included Poe's "The Gold Bug". The combination is being affected by Guy Endore, author of "The Werewolf of Paris", "Casanova — His Known and Unknown Life", "Jeanne d'Arc" and "Sword of God".

Ronald Colman Signs with 20th Century

A new arrangement has been concluded between Ronald Colman and Darryl F. Zanuck, production head of 20th Century Pictures, whereby the star will continue to appear in motion pictures under the banner of that company.

COMPLETE Theatre Equipment and Supplies

Projectors and Parts.

Motor Generators.

Sound Screens.

Lenses, Carbons, etc.

Everything for the Theatre
from Sheet to Street.

Coleman Electric Co.

258 Victoria St.
TORONTO, ONT.

Toronto Theatres

LOEWS—Manager Jules Bernstein — Jean Harlow in "The Girl From Missouri", a Metro-Goldwyn-Mayer picture.

IMPERIAL—Manager Jack Arthur — "Now and Forever", a Paramount production with Shirley Temple, Gary Cooper and Carole Lombard.

TIVOLI—Manager D. Krendal — A Paramount picture, "Crime Without Passion".

SHEA'S—Manager Jerry Shea — Cary Grant in "Ladies Should Listen", produced by Paramount.

UPTOWN—Manager Tom Daley — "Madame DuBarry", Warner Bros. picture, with Dolores Del Rio.

"Chu Chin Chow" Gaumont-British Production, Magnificent Entertainment

**Audience Cheered for Five Minutes at
the Conclusion of the Preview Showing
at The Uptown, Toronto, Sept. 3!**

**Never Before Has a Picture
Been Given Such Great Praise**

CHU CHIN CHOW



**The Greatest Musical Spectacle
in Motion Picture History!**

**One of the Many Outstanding Hits in
"The Gaumont-British Twelve" for Season
1934-35. Released by Regal Films Ltd.**